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THE WORLD APPLE SITUATION

According to a report issued in May, 1932, by the U. S. Bureau of Agricultural Economics, the world production of dessert and cooking apples has shown upward trend in recent years. Acreage, however, has declined, and increased world production has come through a shift from farm orchards to higher yielding commercial orchards. Better varieties, culture, grading, packing and marketing have resulted in higher proportion of quality fruit, both in Europe and America.

Better transportation has allowed more and longer distance shipments of apples, grapes, melons, plums, peaches and pears and the apple has found greater competition. People are eating more fruit, but business conditions, embargoes and trade restrictions have caused confusion in world apple markets.

Area and Production

The cultivated world area contains about 415,000,000 apple trees, yielding annually about 550,000,000 bushels. This 7,140,000 acres of apple orchard is divided as follows: United States 34%; Russia 14%; France and Germany, each 10%; Hungary 3.3%; Canada and Poland, each 2.9%; and the rest of the world 23%. The leading apple producers in order of importance are United States, France, Russia, Germany, Poland, Switzerland, Rumania, Canada, England and Wales, Australia, Belgium, Netherlands, Austria, Czechoslovakia, Yugoslavia, Italy, Hungary, Spain, Japan and New Zealand. Of the world crop of 550,000,0000 bushels, the United States produces about 35%; France 12.5%; Russia 9%; Germany 8%; Poland 5.5%; Switzerland, Rumania, Canada, England and Wales, each about 2.5%; and the rest of the countries about 20%. The United States, Canada, Australia, Switzerland, Yugoslavia, Italy, New Zealand, Belgium and Russia are the principal exporting countries. Many of the chief European producing countries also import heavily as their fruit is mostly cooking and cider sorts.

Consumption and World Trade

Let's see who eats apples. For a 4 year average 1927-31, per capita consumption of cooking and dessert apples was as follows: Australia 39.7

(A digest from "Foreign Crops and Markets", Bureau of Agricultural Economics U. S. Department of Agriculture, Vol. 24, No. 20, May 16, 1932, pages 767-801.)

lbs.; New Zealand 36.5 lbs.; United States 30.9 lbs.; Canada 28.8 lbs.; United Kingdom and Germany, each 28 lbs.; Switzerland 19.8 lbs. Now if we consider apples for all purposes; drying, canning, cider, dessert and cooking apples, we find that the average person consumes, in France 60 lbs.; Germany 52.7 lbs.; United States 51.6 lbs.; Switzerland 40.5 lbs.; Australia 39.7 lbs.; Poland 36.5 lbs.: New Zealand 36.5 lbs.; United Kingdom 31.7 lbs.; and Canada 28.8 lbs. These figures seem to show that some folks like dried apples, other prefer to drink their apples, and the fresh fruit market is also very popular.

Apples entering into foreign trade average about 35 to 40 million bushels annually. Of this, the United States exports about 15,500,000 bushels; Canada 4,000,000 bushels; Australia 3,250,000 bushels; Italy 1,700,000 bushels; Yugoslavia 1,550,000 bushels; New Zealand 965,000 bushels and Russia 500,000 bushels. Then, too, many of the importing countries also export apples. Switzerland exports an average of 1,120,000 bushels yearly; Belgium 1,150,000 bushels; Netherlands 1,000,000 bushels; France 850,000 bushels and Austria 800,000 bushels.

The United Kingdom and Germany are most important as import countries, taking almost 70% of the international trade. In the past few years, United Kingdom has imported an average of 16,500,000 bushels, Germany 11,000,000 bushels; France 2,000,000 bushels; Austria 1,700,000 bushels; Sweden 1,050,000 bushels; Switzerland and Argentina, each 1,000,000 bushels; Netherlands 800,000 bushels; Canada 780,000 bushels and Belgium 420,000 bushels. These total imports of course came from several other countries.

With a reduction in number of apple trees in the United States, from 217,115,000 in 1910, 151,504,000 in 1920 to 116,304,000 in 1930, the total production still exceeds that of any other country. The average per capita consumption in this country is about 50 lbs. for all purposes or about 32.4 pounds of dessert and cooking apples.

The United States produces and exports more apples than any country in the world. Our exports of dessert and cooking apples are greater than the production (not including cider apples) of any other country. Our production for 10 years (1922-31) averaged 180,988,000 bushels, 54% of which was sold as fresh fruit. In a seven year period 1925-31, 56.4% of the commercial crop came from the barrelled apple states and 43.6% was produced in the boxed apple area.

From 1925 to 1931, the United States apple exports averaged yearly 5,189,000 barrels or 15.9% of the commercial apple crop, and 52.2% of this was boxed apples.

What varieties do the foreigners like? They take Winesap and Jonathan in great numbers from Washington, and also Rome, Stayman, Spitzenburg and Yellow Newtown. They like Oregon Spitzenburg, Newtown and Ortley, and also import some Oregon Jonathan, Rome and Winter Banana. They use California Newtown and Gravenstein. From the Cumberland-Shenandoah section they buy their York, Winesap, Ben Davis, Newtown and Stayman, and considerable amounts of Delicious, Black Twig and Jonathan. New York State sends over Baldwin, Rhode Island Greening and Ben Davis.

Where do we send these apples? Well, from 1926-31 Europe and the United Kingdom took an average, yearly, of over 2 million barrels, or 91.2%

of the barrelled apple exports, and over 6 million boxes or 80.4% of the box apple exports. The United Kingdom took 1,577,000 barrels (62.8%) and 3,414,000 boxes (42.0%), Germany used 196,000 barrels (7.9%) and 1,577,000 boxes (19.1%). The Netherlands bought 125,000 barrels (5%) and 880,000 boxes (10.8%). Scandinavian countries imported 176,000 barrels (7.1%) and 463,000 boxes (5.7%) and the rest of the exports of 207,000 barrels (8.3%) and 223,000 boxes (2.7%) went to the other European countries. This leaves about 9% of our export barrel trade and 20% of the boxed exports which was sold largely to Canada, Argentina, Brazil and France. The French market has been a strong market for the 1930 and 1931 crops.

As has been stated before, many countries export apples, then import American fruit, and some of these American imports may again be re-exported to other countries. It is impossible to go into details of the entire report, but possibly a few facts about the foreign production and export may be interesting.

Canada produced an average of 3,266,000 barrels of apples per year (1923-28) and averaged an export, per year (1926 to 1930) of 1,329,000 barrels of which 26% was boxed. *Australia* reported 97,488 acres of apple trees in 1930, 83.5% of which were bearing. The average production for 5 years has been 7,476,000 bushels, of which they exported an average of 31.6%. *New Zealand* reports 1,305,800 apple trees, has over 2 million bushels yield per year, and exports nearly a million boxes per year. *The Union of South Africa* with over 2 million trees exports about 27,000 bushels a year. Most of the fruit from these countries goes to the United Kingdom and a small portion to nearby countries and to some parts of South America.

It would seem that there was no place for American fruit to go, but let's look at the countries which import fruit. In 1920, England reported 130,438 acres of apples, and for the past 8 years the production has averaged 12,705,000 bushels, 25% of which was cidar apples. For some reason, when we have a short crop, England usually has plenty and vice versa. In the average supply of apples in the United Kingdom (1927-1930) there were 28,312,000 bushels of apples, 54% of which were from other countries. United Kingdom is the greatest apple importing country for fruit, and is our best export market. The 1930-31 imports were over 15 million bushels. Generally the United States averages about 50% of England's imports, Canada furnishes about 24%; Australia 15%; and New Zealand about 5%. England buys about 44% of her apples from British Empire countries. England likes, especially the Yellow Newtown, and then comes York, Jonathan, Baldwin, Rhode Island Greening and Golden Russett. Winesap is fairly popular. The Irish market takes Gano and Ben Davis. Varieties like Maiden Blush, Wagener, Grimes and Delicious and even Stayman are not so popular as they don't ship well. There is a growing demand for good sound Grimes, Stayman and Delicious, however.

Germany has no real commercial apple section, except near Lake Constance. There are about 50 million bearing trees and possibly 40 million non-bearing trees. Unofficial records show a total yield of 40,100,000 bushels. Between 1928-1930 the average export of apples from Germany was 34,920 bushels, but Germany is the second largest import country, receiving 14,176,000 bushels of apples in 1930-31 season. The United States shipped nearly 4 million bushels of these apples, or 34.4% of the total import.

France produces more apples than any other European country, but these are mostly cider varieties. The yearly average production of dessert apples is about 5 million bushels. Usually about 200,000 bushels of apples are exported, but France imported 2 million bushels a year (1928-1930) and over 3 million bushels in 1931. The French people were not well pleased with last season's fruit from the United States, and will turn to their own apples, unless clean, well-colored, "2½ up" apples are available in our markets.

Denmark, Sweden and Norway are hampered by climate, in growing apples. They like 2¼ to 2¾ apples and many 2 inch Winesaps are in demand for Christmas tree decorations in Sweden. *Denmark* produces nearly 2 million bushels of apples from its 3,600,000 trees. They import about 933,000 bushels yearly of which about 47% comes from the United States, and the rest from nearby countries, but most of this fruit is American apples, re-exported. *Norway* has about a million trees and very uncertain yields due to freezes. Their imports average about 217,000 bushels of apples and pears a year, and over one-half of it comes directly from America. Imports are held down by high Norwegian tariff.

Switzerland is an important apple country. From 1926-1931 the yearly average commercial production was 4,839,000 bushels of which about 45% was cider varieties. The *total* production was 15 million bushels average (1926-31) mostly cider apples. Switzerland exports about 1,200,000 bushels, mostly to Germany, Austria and France, and then they turn around and import about a million bushels and the United States furnishes a considerable amount of this, mostly as re-exports from Germany.

Italy has averaged 10,538,000 bushels production for the past few years, and those fellows have cooperatives and good packing houses, too. However, there is poor culture in the orchards and little fear is held of increased competition from this section. Italy exports over a million bushels of apples.

The Netherlands export considerable quantities of apples in good crop years, and will buy goodly amounts of the fruit when the crop is short. From 1928 to 1930, imports of American apples to Holland averaged 539,000 bushels, yearly, or 68.1% of the apples sold in that country.

Belgium is unusual, as between 1926 to 1930, that country exported an average of 1,153,000 bushels of apples yearly, and imported only 419,000 bushels yearly, and some of this fruit was re-exported. The United States furnished about 40.8% of Belgium's imported apples. There is an import duty of $1.89 per 100 lbs. on boxed apples and pears, and in barrelled apples the duty is 6.3 cents per 100 lbs. where shredded oiled paper is used and 3.8 cents per 100 lbs. without oiled paper.

Austria has uncertain crops, yet they averaged 2,528,000 bushels of apples (1926-1930). Considerable fruit is exported and imports are unimportant.

The *Danube Basin,* composed of *Yugoslavia, Rumania, Hungary,* and *Bulgaria* is important apple country. Between 1926 and 1930, this section averaged 2,016,000 bushels exported to Germany. Austria and other nearby countries. The Danube Basin imports very few apples.

Russia is planning a large expansion in fruit growing. They are growing American nursery stock, packing in boxes and barrels, and are shipping fruit to Germany in refrigerated ships.

Besides general information regarding apple movements, the report gives several hints that the foreign countries are trying to improve cultural practices and packing operations.

The foreign apple situation is changing yearly and in the recent British industrial conference held at Ottawa, Canada, a tariff of about 85 cents per hundredweight was levied on American apples entering England, to allow better trade of Canadian apples in England.

Growers desiring a copy of "The World Apple Situation" should write to Foreign Agricultural Service, Bureau of Agricultural Economics, Washington, D. C.

THIS IS INTERESTING

It has been said that the Northwest has reached the peak of its competition with the Eastern apples, and that, in time, competition between the Eastern barrel-apple states will be more keen. In the February 1932 "State and Federal Marketing Activities" Report of the U. S. Department of Agriculture, we find the following item showing how one state is beginning to hold back outside competition. There are others, too. The article follows:

"A market shift from western apples to the use of Pennsylvania-grown apples has been taking place in Pennsylvania during recent years, according to George A. Stuart, Director, Pennsylvania Bureau of Markets. Whereas truck shipments from neighboring States have increased, the annual rail receipts of apples from outside sources have declined at fifteen Pennsylvania cities approximately 2,000 cars in recent years compared with 1923.

"Mr. Stuart says that it is becoming more difficult each year for growers in distant States to market apples in Pennsylvania cities in any but short crop years. The Keystone State growers are reported to be grading and packing to higher standards than formerly and consumers are said to be becoming aware of the superior quality of Pennsylvania fruit when *well graded, sized* and *packed.*"

Johnnie came into the office of the boss. "Kin I go to the ball game?"

"No, Johnnie," said the boss, "That's no way to ask. You sit here in my chair and I'll go out and come back in and show you how to ask."

The boss went out, got his hat and returned. On entering the office he removed his hat and said: "Mr. Doran, my work is all up and I wonder if it would be all right to go to the ball game this afternoon?"

Up jumped Johnnie and putting his hand in his pocket he said: "Sure—and here's 50 cents to get into the game with."

MORE ABOUT THE EXPORT MARKET

In a recent issue of the Maryland Fruit Grower announcement was made of the formation of the Eastern Apple Growers' Council, composed of the Presidents of the Horticultural Societies east of the Missouri River Mr. H. F. Byrd was elected as president of the Council, and he appointed a committee composed of Messrs. G. S. L. Carpenter, T. B. Symons and J. A. Cohill, to follow up the developments in the Argentine export situation. It will be remembered that Argentina insists that all fruit imported into that country must be wrapped individually in paper. With barrelled apples this is impractical, if not almost impossible. This committee has been busy, and have had conferences with the various Plant Quarantine officials, as well as the Argentine Ambassador, State Department and Commerce Department commercial attaches. Moving pictures of fruit packing operations were made by Mr. J. G. Burke, of the American Embassy at Buenos Aires, who happened to be in this country and these pictures will be shown to the Argentine Minister of Agriculture in an attempt to explain the difficulty of the paper wrap in barrelled apples.

What are the reasons for demanding that apples be wrapped? Some people lay it to a tariff and embargo war. This may have some bearing, but the main facts brought out in the conferences give us a better idea of the real situation.

Like every other country, Argentina has had economic losses. The gold reserve is low. The rate of exchange is high, so Argentine money will not buy as much as our money. The average apple buyer there is losing his taste for Ben Davis apples. He is developing a taste for boxed Delicious, Stayman and Jonathan.

There is a great increase in apple plantings in Argentina, using good American varieties. Many large orchards are coming into bearing. The agricultural officials there, feel that wrapped apples will not bring in disease. They don't want scab, blotch, rots, etc., to get into their orchards. All soft fruit produced in Argentina is wrapped, so why can't we wrap our fruit, they ask, and if we can't wrap it in barrels, why not box it?

It has been said that Argentina is displeased that we won't send inspectors to their ports to inspect grapes before shipment. It develops that they are well pleased with their grape trade with us, and they don't want any U. S. inspectors there. These grapes fill a gap in our market that is very satisfactory.

Well, that's the way it stands. If we are fortunate enough to have the paper wrap restriction removed, it looks like we will have to promise *clean fruit* with no tolerance of any kind of insect or disease on any of the fruit. According to figures we used to ship over 125,000 barrels down there, but only 8,100 barrels were exported in 1931.

We should give three lusty cheers to the Plant Quarantine Control officials and all others who have worked on this matter. They have really been on the job, trying to hold our markets for us.

The French situation is tight and will remain so. They insist upon *scale-free* fruit and inspection for French export will involve actual examination of every apple in 2% of the shipment, before certificate will be issued. One San Jose scale insect sitting on one apple will disqualify the shipment,

according to present information. This ruling against San Jose scale was made in 1898, but not enforced until our fruit began to show too much scale injury.

A tolerance of 2% scale will be allowed on fruit exported to other countries. Some growers feel that no San Jose scale should be allowed on any export fruit, for our foreign markets are such that we want to take no chances on further embargoes.

Then, too, no unclassified fruit will be given export certificate. Well, we've dumped a lot of terrible fruit into foreign countries in the past, and now we're reaping the harvest. We can "come back" if we will remember that those folks want our fruit, and that we're competing in a world market. Only good fruit, well-graded and properly packed will bring repeat orders and net returns, either here or abroad.

* * *

"THE PECK AND HALF-BUSHEL BASKET APPLES"

(By C. L. Burkholder, Purdue Experiment Station)

"At the 1930 summer meeting of the State Horticultural Society there was considerable interest in peck and half-bushel containers for both peaches and apples.

"During the peach season several carloads of peaches came into the Lafayette market packed in half-bushel containers. Two half-bushels wholesaled at approximately the same price as one bushel basket of the same grade of fruit. In a few instances at less than for bushels. In some cases the retailer asked and was able to get a premium on these same half-bushel baskets, while in the case of others the price was half of that asked for bushels.

"In the fall of 1931 the Purdue Horticultural Department purchased a supply of peck baskets with bails and nets, and pecks with star covers. They also laid in a supply of half-bushel containers. In 1929 some 2¼-inch Grimes had been sold very readily in netted pecks and at a price which gave a small profit over the same grade in bushels. Their experience at that time was that this package moved best during the month of December. Sales were made directly to grocery stores.

"In December, 1931, an attempt was made to market the smaller sizes of several varieties of apples in both peck and half-bushels. This time all sales were made through a local commission house. After trying several hundred packages th ecommission house reported that they could get just as much total return for the same grades in bushel containers, that their sales expenses were less for the larger packages and that they preferred that we pack in bushels.

"In February, 1932, 2¼-inch to 2½-inch Winesap were used in packing out 50 pecks with star covers, 25 pecks with bails and nets and 25 half-bushel packages.

The cost of packages, packing, wholesale price and returns, as well as for same fruit packed in bushel baskets, is shown below:

	Cost of Packages	Cost to Pack	Wholesale Price	Returns per bu. Less Package and Packing
Pecks with nets	8⅔c	3c	25c	53c
Pecks with star covers	9½c	2c	27c	62c
Half-bushel baskets	12½c	2c	60c	91c
Bushel baskets	16 c	4c	90c	70c

Hoosier Horticulture, May, 1932.

The Fruit Branch, Department of Agriculture, Ottawa, Canada, reported that the August 1 estimate of apple crop for Canada was 10,260,000 bushels compared to 11,379,000 bushels in 1931.

Foreign Crops and Markets report of the U. S. Department of Agriculture, August 15, 1932 stated that the indicated crops of apples and pears in the chief exporting foreign countries would be smaller than last year. The importing foreign countries, too, will have smaller crops. It appears that American apples and pears will have less competition and export prospects look better than at this time last year. But demand conditions may be poor, due to lower price levels, financial shifts and trade barriers.

A NEW GRADER

Probably the largest peach grader in Maryland was installed last spring in the packing shed of Harrison's Nurseries, Berlin, Maryland. The fruit is fed into a moving belt that carries it to a Cutler-Moe polisher. As it comes from the polisher it passes over a three channel Niagara-Burke peach grader, then onto a sorting belt and then to a moving belt 66 feet long and 3 feet wide, which carries the 3 sizes of fruit to certain parts of the large packing table. It is so arranged that fruit of any size can be placed at any desired part of the table. Thirty packers can work at the packing tables. The grader and packing tables are in a U-shaped arrangement that economizes on space. The machine is run by one 3 H. P. motor and three 2 H. P. motors.

NOTE

Better prepare to gas peach trees for borer. Use Paradichlorobenzene in Western Maryland about September 15 to 30 and on the Eastern Shore about October 1 to 15.

For directions for using this material write Dr. E. N. Cory, College Park.

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